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Annual Meeting of Polish Convention Bureaux

2026-09-29

On 10 September 2026, the annual meeting of the Poland Convention Bureau of the Polish Tourism Organisation (POT) with representatives of city and regional convention bureaux took place at the headquarters of the Polish Tourism Organisation in Warsaw. Participants included convention bureau representatives from the Śląskie, Lubelskie and Mazowieckie regions, as well as from Gdańsk, Szczecin, Poznań, Łódź, Warsaw, Bydgoszcz, Kraków and Wrocław.

The meeting provided an opportunity to review the most important activities of the Polish convention bureau network, exchange experiences, and discuss joint projects and future directions for the meetings industry in Poland.

A summary of the Poland Convention Bureau's activities in 2026 was presented by Aneta Książek, Director of the Poland Convention Bureau, while Dr Karina Przybyło-Kisiełewska, Vice-President of the Polish Tourism Organisation, responsible for the Meetings and Events Bureau (PCB), outlined the key priorities and plans for 2027.

Cooperation Between National, Regional and City Convention Bureaux

One of the key topics discussed was cooperation between the Poland Convention Bureau and regional and city convention bureaux. Participants emphasized the importance of a clear division of responsibilities and the complementary nature of activities carried out at national and local levels.

The Poland Convention Bureau focuses on strengthening Poland's international position as a meetings destination through communication, promotion, cooperation with industry associations, and the development of tools supporting event acquisition. Local and regional convention bureaux, meanwhile, develop their destinations' offerings, collaborate with local partners, and provide direct support to organisers interested in hosting events in Poland.

Poland on the International Meetings Market

Aneta Książek presented PCB POT's activities in 2026 and reviewed key indicators demonstrating Poland's position on the international meetings and events market.

The discussion covered Poland's and Polish cities' performance in the ICCA and UIA rankings, the Cvent Top Meeting Destinations ranking, as well as the results achieved by Polish destinations and venues in the Meetings Star Awards 2026.

One of the organisation's flagship projects remains the report "Meetings and Events Industry in Poland." Its 17th edition, scheduled for publication in autumn 2026, will present data relating to events held in Poland during 2025. The report is based on information provided by city and regional convention bureaux, recommended PCOs and incentive travel organisers, as well as data from international organisations such as ICCA and UIA.

POT Recommendations and the Polish Congress Ambassadors Programme

Participants also discussed preparations for the next edition of the Meetings Industry Recommendation Programme for 2027-2028. The recruitment and evaluation process is scheduled for the final quarter of 2026.

The formal presentation of recommendations is planned for 5 March 2027 and will be one of the highlights of celebrations marking the 25th anniversary of the Poland Convention Bureau.

Another important topic was the Polish Congress Ambassadors Programme. Discussions focused on the development of local Ambassador Clubs and further strengthening collaboration between the scientific community, industry experts, convention bureaux, and professional congress organisers in attracting international events to Poland.

Support Programmes and Event Acquisition

A significant part of the presentation was dedicated to tools supporting the acquisition of international meetings and events.

Participants reviewed experiences related to both the Promotional Support Programme for Meetings and Events and the National Support Programme for the Meetings Industry, implemented in cooperation with LOT Polish Airlines.

Support offered by PCB POT may include:

- Bid preparation and presentation support
- Site inspections and study visits
- Promotional materials
- Marketing activities during previous editions of events
- International communication and promotion

One example highlighted was the successful support provided in securing the 82nd RILEM Annual Week & Conference 2028 for Katowice. Several other events currently at various stages of the bidding process were also presented.

Knowledge Transfer and Professional Development

Additional time was devoted to educational projects run by the Poland Convention Bureau.

Participants reviewed the achievements of Laboratorium Twórców (Creators' Laboratory), which has engaged approximately 1,500 participants in workshops, consultations, and networking sessions since 2023.

The meeting also summarized:

- Destination Poland Green Academy
- MPI Future Professionals mentoring programme



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- The newly launched Poland MICE Masterclass Series 2026-2027

The Masterclass programme, led by Ciara Feely, brings together POT-recommended PCOs, DMCs, and convention bureau representatives. The series focuses on strengthening sales skills, improving lead generation, developing stronger proposals, and increasing the effectiveness of participation in international trade fairs and sales activities.

Putting the Participant at the Centre

Another important topic was the role of participant experience in enhancing Poland's competitiveness within the meetings industry.

A practical example is the Low Sensory Show Room, a mobile low-stimulation zone developed by PCB POT to support wellbeing, accessibility, and neuroinclusion during events.

The initiative reflects a broader understanding that event quality depends not only on infrastructure and logistics but also on participant comfort, engagement, and individual needs.

To illustrate this approach, the meeting included a short relaxation session featuring therapeutic singing bowls and a gong. This demonstrated how modern conferences increasingly incorporate wellbeing activities designed to support rest, concentration, and regeneration alongside educational content.

Joint Communication and Digital Marketing

A separate session focused on communication strategies and the use of digital marketing in promoting Poland as a meetings destination.

Participants reviewed the Poland Convention Bureau's communication ecosystem, which includes:

The new Polish-language PCB section on pot.gov.pl

The international platform meetings.poland.travel

Social media channels

Convention bureaux were encouraged to regularly share information on secured events, investments, new projects, reports, and other developments that can be amplified through PCB POT's national and international communication channels.

The meeting also presented several developing tools:

- Monitoring of news from Polish convention bureaux
- Europe CVBs News, analysing activities of national convention bureaux across Europe
- PAMI (Poland Association Meetings Intelligence), supporting the identification of international congress opportunities
- SPOT, a tool helping event organisers identify suitable Polish destinations and venues



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Currently, these solutions are internal beta versions undergoing testing.

The overarching goal is to use AI to organise dispersed information, identify opportunities, and accelerate access to knowledge that supports decision-making by PCB and convention bureau teams. At the same time, organisers stressed that technology cannot replace the relationships, expertise, and commitment of professionals working to attract events to Poland.

Priorities for 2027

The outlook for 2027 was presented by Dr Karina Przybyło-Kisieleska, Vice-President of the Polish Tourism Organisation.

Key priorities include:

- Further strengthening Poland's reputation in the international meetings industry
- Expanding cooperation with industry organisations
- Continuing the Polish Congress Ambassadors Programme
- Maintaining support programmes for event acquisition
- Launching a new edition of the POT recommendation programme

Poland will also continue its presence at major international industry trade fairs such as IMEX and IBTM World, while the sixth edition of Spotlight on Poland is scheduled to take place in Mazovia in a new format.

Knowledge-transfer projects such as Laboratorium Twórców and Poland MICE Masterclass will continue, alongside the further development of AI-based tools and initiatives focused on accessibility and participant-centred event design.

Accessibility as a Destination Management Tool: The Example of Gdańsk

During the meeting, Małgorzata Kopij of Gdańsk Convention Bureau presented initiatives undertaken by the Gdańsk Tourism Organisation to systematically improve the accessibility of the city and its tourism and events offering.

A key element of this strategy is the implementation of accessibility audits conducted with the involvement of people with various disabilities. These audits evaluate the entire visitor journey, from searching for information and planning travel to participation in an event or venue experience.

Gdańsk has also developed practical tools supporting communication with people who have specific accessibility needs. Among these are 18 versions of Communication Cards, created in workshops involving people with hearing impairments and tailored for hotels, restaurants, tourist information centres, sports facilities, conferences, and festivals.

Another milestone was the creation of a dedicated Accessibility Manager position within the Gdańsk Tourism Organisation.

The Gdańsk initiative was highlighted as an example of how convention bureaux and destination



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management organisations can build competitive advantage through accessibility, inclusion, and enhanced participant experience.

Looking Ahead

The annual meeting served not only as a review of past achievements but also as a platform for presenting new initiatives and discussing future cooperation.

The partnership between the Poland Convention Bureau and regional and city convention bureaux remains one of the key foundations for building a strong, recognisable, and competitive Polish meetings industry on the international stage.